

WSA 2004 Proposed Project

Project Name:	Market Surveillance (N01479)	
Purpose:	Plan and implement a market surveillance program to collect, analyze, and disseminate information regarding products manufactured by PM USA.	
Reason for Doing this Work:	<input checked="" type="checkbox"/> Guidance <input type="checkbox"/> Evaluation <input type="checkbox"/> Product Design <input type="checkbox"/> Short Term <input checked="" type="checkbox"/> Long Term 	
Initiative and sub-initiative: (Check all areas that apply)	<input type="checkbox"/> Determinants of Exposure <input type="checkbox"/> Addiction <input type="checkbox"/> Ammonia <input type="checkbox"/> Understanding Product Toxicity vs Product Design <input type="checkbox"/> Exposure <input type="checkbox"/> Carbon <input type="checkbox"/> Menthol <input type="checkbox"/> Low Tar <input type="checkbox"/> ETS <input type="checkbox"/> Specific Compounds <input type="checkbox"/> Evaluation Framework Clinical <input type="checkbox"/> Cancer <input type="checkbox"/> COPD <input type="checkbox"/> CVD <input type="checkbox"/> Molecular Biology <input type="checkbox"/> All Disease	<input type="checkbox"/> Evaluation Framework Non-Clinical <input type="checkbox"/> Cancer <input type="checkbox"/> COPD <input type="checkbox"/> CVD <input type="checkbox"/> Molecular Biology <input type="checkbox"/> All Disease <input type="checkbox"/> Broaden Flexibility after Clinical Studies <input type="checkbox"/> Rapid Screening <input type="checkbox"/> Knowledge Management <input type="checkbox"/> Risk Assessment <input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Surveillance <input type="checkbox"/> Smoking Conditions <input type="checkbox"/> Improve Prep Subjectives <input type="checkbox"/> Lit End Cigarette Reduced Exposure Design
Project Leader:	Candace Adams	
Functional Area:	Clinical Evaluation	
Prioritization:	<input type="checkbox"/> Critical <input checked="" type="checkbox"/> Priority <input type="checkbox"/> Secondary <input type="checkbox"/> Low	

Milestones:	Target Start Date:	Target Completion Date:
Establish objectives		Completed
Create strategy to implement surveillance program		Completed
Document strategy/guidelines		Completed
Recruit participants (Pilot Study)	01/01/ 2004	12/31/ 2004
Conduct pilot study	1 st Quarter 2004	March 2005
Recruit additional participants (Ongoing study)	01/01/ 2005	Open end
Data collection	April 2005	Open end
Data analysis	06/30/2004	Open end
Yearly Reporting	Ongoing	Open end

Internal Resource Allocation (WSA, PMRL, PMI) (Man Hours)	External Resource Allocation (other PMUSA, external vendors) (Man Hours)
C. Adams – 520; A. Hayden 1,100 hrs 700 1000	Guardiant LLC and a company to recruit participants (bidding process initiated)

TO BE FILLED OUT BY WSA MANAGEMENT

- ☐ Approved as Written
☐ Approved with Modifications
☐ Not Approved

Signature of Project Leader's Functional Director (Date)